

<b>Application Number</b>		Application for (a-urban, b-agriculture, c-DWR/WUE:	
561		c) DWR Water Use Efficiency Project	
Principle Applicant( Organization/Affiliation)			
California Water Awareness Campaign			
Project Title			
Public Information Program			
<b>First Name-Authorized</b>	<b>Last Name (AA):</b>	<b>Title</b>	
Lynne	Wichmann	Campaign Coordinator	
<b>Street Address</b>		<b>PO Box</b>	
910 K Street			
<b>City</b>		<b>State</b>	
Sacramento		CA	
<b>Zip Code</b>		<b>Telephone Number(Include Area Code)</b>	
95814		(916) 325-2596	
<b>Fax Number (Include Area Code)</b>		<b>E-mail Address</b>	
(916) 325-4849		cwac@acuanet.com	
<b>First Name-Contact Per</b>	<b>Last Name-CP:</b>	<b>Contact-Title</b>	
<b>Contact-Street Address</b>		<b>Contact-PO Box</b>	
<b>Contact-City</b>		<b>Contact-State</b>	
<b>Contact-Zip Code</b>		<b>Contact-Phone Number</b>	
<b>Contact-Fax Number</b>		<b>Contact-E-Mail Address</b>	
<b>Funds Requested (dollar amount)</b>	<b>Applicant Funds Pledged (dollar amount)</b>	<b>Total Project Costs (dollar amount)</b>	
\$6,500,000.00	\$134,450.00	\$6,500,000.00	
<b>Estimated Total Quantifiable Project Benefits (dollar amount)</b>		<b>Percentage of Benefits to be Accrued by App</b>	
<b>Percentage of Benefits to be Accrued by CALFED or other</b>		<b>Estimated Annual Water to be Saved (acre-fe</b>	
<b>Estimated Total Amount of Water to be Saved (acre-fee</b>		<b>Over _____ Number of Years</b>	
<b>Estimated Benefits to be Realized (terms of water qual,instream</b>			
<b>Duration of Project (month/year-month/year):</b>		<b>State-Wide</b>	
09/02-09/03		<input checked="" type="checkbox"/>	
<b>State Assembly District-location of project(</b>		<b>State Senate District-location of project(1</b>	
<b>State Assembly District-location of project(</b>		<b>State Senate District-location of project(2</b>	
<b>State Assembly District-location of project(</b>		<b>State Senate District-location of project(3</b>	
<b>State Assembly District-location of project(</b>		<b>State Senate District-location of project(4</b>	
<b>State Assembly District-location of project(</b>		<b>State Senate District-location of project(5</b>	
<b>State Assembly District-location of project(</b>		<b>State Senate District-location of project(6</b>	
<b>State Assembly District-location of project(</b>		<b>State Senate District-location of project(7</b>	
<b>State Assembly District-location of project(</b>		<b>State Senate District-location of project(8</b>	
<b>State Assembly District-location of project(</b>		<b>State Senate District-location of project(9</b>	
<b>State Assembly District-location of project(</b>		<b>State Senate District-location of project(10</b>	

Congressional District(s)-location of project		Congressional District(s)-location of project(	
Congressional District(s)-location of project		Congressional District(s)-location of project(	
Congressional District(s)-location of project		Congressional District(s)-location of project(	
Congressional District(s)-location of project		Congressional District(s)-location of project(	
Congressional District(s)-location of project		Congressional District(s)-location of project(1	

County-location of project		Most recent Urban Water Mgt Plan Submitt	
State of California			
Type Applicant-Urban(a)Agricl Feas Study(b) Gra	DWR WUE Projects	Project Focus	
	h) Non-Profit Organization	b) Urban	

Project Type:

j) Education/Public Info Programs
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### Quantifiable Objectives

Specify from choice (d) above
Specify from (k) above
Does Proposal involve change in land use (planned/future)lCheck box if yes
<input type="checkbox"/>

## **CALFED Grant Proposal**

### **Project Summary:**

The California Water Awareness Campaign (CWAC) is submitting this grant proposal to fund year two and three of its new public information and education program throughout California. In September 2001, the CWAC received a CALFED grant in the amount of \$250,000 to fund the first year of the program. The first year is geared toward public assessment, strategic plan development and program material development and implementation.

The CWAC goals are to provide its members with information and educational materials so they can plan and implement local water conservation and water quality activities, and to educate the public about water through a variety of media.

The main objective of the campaign is to create a better understanding of where water comes from, how it is delivered and how it is used in California. Ultimately, the public needs to understand water's critical importance to each person in the state and how their behavior can make a difference in having enough water for the future. As well, CWAC puts forth efforts to heighten the public's awareness of the roles local water agencies play in water conservation and quality.

This year a statewide study, comprised of a public opinion survey, focused stakeholder interviews and a focus group of water agency representatives assessed the level of understanding of Californians as related to important water issues. Each assessment identified significant findings and provided a foundation for formulating a strategic plan with future tasks to fulfill program goals. The assessment showed strong support for mass media efforts by the CWAC.

The strategic plan is centered on the following main points, meaning all activities and communication tools during the next three years are accountable to these priorities:

- Establish an understanding among Californians that protecting and conserving water for our future can be done through changes made directly by their individual behavior.
- Develop clear, concise messages that call for individual action on the part of each citizen and increase awareness that conservation is everybody's responsibility.

The CWAC strategic plan will include one to three general mixed media campaigns (**MMC**) each year, depending on funding. Each MMC will last six to eight weeks. The following components will be used:

- Newspaper advertisements
- Television and radio public service announcements and paid spots
- Signage including bus signs, theater slides, billboards

The program theme which was selected was “Right at Home” starring Guy Waterman. The program reaches homeowners at a personal level. Having a humorous, non-threatening person delivering the messages gives this program a lighthearted feel while not taking away from the seriousness of the message. **(See Attachment A)**

For year two and three of the program, the CWAC is applying for funds to create additional program materials and to implement the plan in various media. The CWAC has introduced three options detailed in Section B, Scope of Work.

The expected outcome of this program is that Californians learn to use water wisely and that we can measure, through the help of local water agencies, significant savings in water use.

#### **A. Scope of Work: Relevance and Importance**

1. The California Water Awareness Campaign (CWAC), conducted by major water organizations and government entities for the past fourteen years, plans to continue its new, precisely focused water awareness program which was initiated this year through a CALFED grant of \$250,000. In addition, CWAC is continuing its education, web site, scholarship and local agency PR assistance components.

The initial 2001-02 grant was awarded for the first year of a three-plus year program. The initial grant was to develop a new public information program. CWAC selected Panagraph to prepare the three phase program. The phases include I. Assessment, II. Strategic Plan and III. Strategic Plan Implementation and Marketing Tools. Phase I is complete. Phase II is in final stages and Phase III is underway. The assessment phase included a telephone public opinion survey of 600 California households, a focus group session with water agency representatives, and 20 individual interviews with water agency representatives **(see Attachment B)**. Phase II provides the direction for this multi-year effort to increase water awareness. Phase III includes a television and radio public service announcements and spots, a water conservation brochure, and signage, which can be used in a variety of ways, such as transit ads, theater ads, billboards and print ads.

The current CALFED grant for CWAC included dollars for an initial implementation phase of the new public information program to begin in May 2002. The marketing firm retained by CWAC, Panagraph, has developed a budget of about \$68,000 to provide transit ads, theater ads and billboards in this

initial implementation phase. The radio and television PSA's will also be distributed to California stations for public service air time.

These materials are formatted so they can be used by individual water agencies in local areas throughout the state.

The CWAC is applying for additional funds from CALFED to develop additional materials focusing on Spanish PSA's and other tools (Year 2) and drought PSA's and other specialty items (Year 3) and to allow for media purchases in years two and three. The media purchases will include television and radio spots, theater ads, transit ads, billboards and print ads, depending on the amount which is awarded via the CALFED grant and other matching funds.

Objectives of this public information program are to create a better understanding and appreciation for water resources, encourage the public to participate in restoration of the Bay-Delta through decreased water use, encourage the public to keep water sources clean, and to change behavior as it relates to water conservation.

2. In California, water is not an unlimited resource. With already limited supplies a growing and a growing population, there is the certainty of another drought in the future. All Californians need to work together to stretch our existing water supplies. According to the recent public opinion survey conducted by the CWAC, water quality and water supply were ranked high in importance from a list of statewide issues, although exposure to messages on water quality or conservation was very low at 26 percent. This number illustrates the need for repeated messages via a variety of media outlets educating the public about water conservation.

There is also a need for this type of comprehensive program to benefit California water agencies. Many water agencies want and need a public education plan but don't have the resources on their own to produce them. According to the individual focused interviews with water agency representatives, stakeholders indicated that educating the general public, particularly residential water users, is the best solution for conserving more water. They also indicated that the use of mass media is the best method for educating about water issues. Participants (water agency representatives) in the recently conducted focus group said they would like to see the CWAC develop simple, polished, easy to use materials that effectively communicate a global message framework. They also added that the materials should allow agencies to collaborate and link with the water awareness efforts at an agency or local level. **These participants also identified television and radio as the most important tools to develop.**

By participating in this public information campaign, local water agencies are fulfilling several BMP's from the MOU regarding Urban Water Conservation. The CWAC grant would fulfill BMP #7, 8, & 9.

**B. Scope of Work: Technical/Scientific Merit, Feasibility, Monitoring and Assessment**

1. Methods, procedures and facilities: In March 2002, the production of the television PSA, radio PSA, brochure and signage will be completed for implementation. As stated earlier, the current CALFED grant money will be used to place initial advertising using theater slides, transit signs, billboards and radio ads. These materials will also be made available to CWAC member water agencies for use in local communities.

Because these materials will be produced and ready to go, the CWAC is asking for funds to be able to place paid advertising using these materials in the mass media for one to two more years via mixed media campaigns (MMC).

- MMC Option One: Budget based on two, six-week MMC's in the top five metropolitan markets in California using television, cable, radio, theater slides, bus signs and billboards. The total cost would be \$3,133,000.
- MMC Option Two: Budget is also based on two, six-week MMC's in the top five metropolitan markets in California using cable television, radio, theater slides, bus signs and billboards. This option does *not* include network television. The total cost would \$1,977,000.
- MMC Option Three: Budget based on three, six-week MMC's in the top five metropolitan markets in California using television, cable, radio, theater slides, bus signs and billboards. The total cost would be \$4,716,000.

In addition, CWAC asks for funds to develop additional materials focusing on Spanish speaking PSA's and other tools (Year 2) and drought PSA's and other specialty items (Year 3). These development funds total \$157,000 in Year 2 and \$149,000 in Year 3.

2. Task List and Schedule: The following task list covers year two: (2002-2003) and year three (2003-2004)

**Additional Material Development Scope of Work Budget – Year 2**

Updating strategic plan	\$ 5,000
Spanish television PSA :30 :15 :10	\$19,000
Spanish radio PSA :60	\$ 4,000
Long Format Video	\$40,000
Artwork & direct mail piece for members	\$15,000

4

Community presentation toolbox	\$15,000
Specialty items	\$ 8,000

Duplication	\$15,000
Project management	\$36,000
Total:	\$157,000

### **Mixed Media Campaign (MMC) Budgets**

#### **MMC (Option One)**

This budget is based on two, six-week mixed media campaigns in the top five metropolitan markets in California. The benchmark reach and frequency figures utilized to reach the target market, adults 18+, are 70% of the audience, 7-times.

#### ***Los Angeles: \$1,130,000***

Television:	\$500,000
Cable:	\$115,000
Radio:	\$230,000
Theater slides	\$ 50,000
Bus signs	\$ 85,000
Billboards	\$150,000

#### ***San Francisco: \$693,000***

Television:	\$330,000
Cable:	\$ 65,000
Radio:	\$160,000
Theater slides:	\$ 25,000
Bus Signs	\$ 33,000
Billboards	\$ 80,000

#### ***San Diego: \$760,000***

Television:	\$400,000
Cable:	\$ 65,000
Radio:	\$165,000
Theater slides	\$ 15,000
Bus Signs:	\$ 50,000
Billboards:	\$ 65,000

#### ***Sacramento: \$305,000***

Television:	\$120,000
Cable:	\$ 27,000
Radio:	\$100,000
Theater slides:	\$ 7,000
Bus Signs:	\$ 17,000
Billboards:	\$ 34,000

*Fresno: \$245,000*

Television:	\$100,000
Cable:	\$ 20,000
Radio:	\$ 80,000
Theater slides:	\$ 4,000
Bus Signs:	\$ 14,000
Billboards:	\$ 27,000

Total: \$3,133,000

*MMC (Option Two)*

Budget also based on two, six-week MMC in the top five metropolitan markets in California using cable television, radio, movie theater slides, bus signs and billboards. This option does *not* include network television. The total cost would be \$1,977,000.

*Los Angeles: \$698,000*

Cable:	\$115,000
Radio:	\$300,000
Theater slides	\$ 50,000
Bus Signs	\$ 83,000
Billboards	\$150,000

*San Francisco: \$409,000*

Cable:	\$ 85,000
Radio:	\$183,000
Theater slides	\$ 24,000
Bus signs:	\$ 34,000
Billboards	\$ 83,000

*San Diego: \$395,000*

Cable	\$ 66,000
Radio	\$200,000
Theater slides	\$ 13,000
Bus signs	\$ 50,000
Billboards	\$ 66,000

*Sacramento: \$185,000*

Cable:	\$ 27,000
Radio	\$100,000
Theater slides	\$ 7,000
Bus signs	\$ 17,000
Billboards	\$ 34,000



*Fresno: \$145,000*

Cable	\$ 20,000
Radio	\$ 80,000
Theater slides	\$ 4,000
Bus signs	\$ 14,000
Billboards	\$ 27,000

Total: \$1,977,000

MMC Option Three:

Budget based on three, six-week MMC's in the top five metropolitan markets in California using television, cable, radio, theater slides, bus signs and billboards. The total cost would be \$4,716,000.

*Los Angeles: \$1,700,000*

Television:	\$750,000
Cable:	\$175,000
Radio:	\$350,000
Theater slides:	\$ 75,000
Bus signs:	\$125,000
Billboards:	\$225,000

*San Francisco: \$1,050,000*

Television:	\$500,000
Cable:	\$100,000
Radio:	\$240,000
Theater slides:	\$ 35,000
Bus signs:	\$ 50,000
Billboards:	\$125,000

*San Diego: \$1,145,000*

Television:	\$600,000
Cable:	\$100,000
Radio:	\$250,000

*Sacramento: \$455,000*

Television:	\$180,000
Cable:	\$ 40,000
Radio:	\$150,000
Theater slides:	\$ 10,000
Bus signs:	\$ 25,000
Billboards:	\$ 50,000

*Fresno: \$366,000*

Television:	\$150,000
Cable:	\$ 30,000
Radio:	\$120,000
Theater slides:	\$ 6,000
Bus signs:	\$ 20,000
Billboards:	\$ 40,000

Total: \$4,176,000

The updating strategic plan, production of Spanish television and radio PSA, long format video, artwork and direct mail piece, community presentation tool box and project management would take place from October 2002 to March 2003. The MMC would take place in May and June 2003.

CWAC is asking for funding to implement MMC Option One. If only a portion of the project is funded, CWAC places more importance on television (can be either cable and/or network), radio and theater slides.

In Year Three, the Additional Material development, as detailed below, would take place from July 2003 to March 2004. CWAC again asks for funding MMC Option One in Year Three. The MMC would take place from May to June 2004.

*Additional Material Development Scope of Work Budget – Year 3*

Updating strategic plan	\$ 7,000
Post analysis public opinion survey	\$25,000
Marketing tool development	
Drought PSA :30	\$21,000
Direct mail piece for kit	\$ 5,000
Target specific brochures	\$20,000
Press relations packet	\$ 5,000
Specialty items	\$10,000
Duplication	\$20,000
Project management	\$36,000
Total	\$149,000

- Monitoring and assessment: The CWAC will work with Panagraph in year two to ascertain the amount of coverage generated by the program. CWAC will also survey its water agency participants for evaluation of CWAC exposure to their individual constituencies. Monitoring of hits on the CWAC web site will give an indication of Internet usage of CWAC materials. In year three, another public opinion survey will be done, comparing responses to the survey done in

November, 2001, which will measure any heightened awareness and knowledge by the general public. Each major product produced will be developed in light of a specified, measurable objective. The CWAC will evaluate the effectiveness of its public information efforts and prepare an annual report outlining its outreach activities. Assessment tools to measure changes in public behaviors are described below.

- a. Documentation of activities
  - Presentations, workshops and participation levels
  - Quantities of materials produced and distributed
  - Water conservation and quality public inquiries and contacts
  - Number of web site hits
- b. Follow-up public awareness surveys

A statewide focused survey will be conducted by telephone in Year 3 (FY 2003-2004) to measure changes in public awareness and behavior as it relates to water issues. The results will be compared to the findings of the baseline study conducted in 2001 to provide a measurement of the change in audience awareness and knowledge.
- c. Community presentation evaluations

A community involvement response form will be developed to measure audience response concerning the effectiveness of the presentation experienced by the respondent.
- d. Media placement assessment

Prior to the placement of media advertising, a media plan will be developed. As part of the media plan, an evaluation process will be developed and will include:

  - Proof of publication or commercial airing
  - Cost analysis
  - Analysis of audience reached
- e. Event participation levels

The CWAC will document the participation levels of each event planned and implemented as a part of the strategy.

### **C. Qualifications of the Applicants and Cooperators:**

The CWAC is a year-long effort to raise public awareness of water and the vital role water agencies and allied entities play in conservation, management, water supply, water quality and distribution throughout California. The campaign kicks off each year with the observance of Water Awareness Month in May and continues its campaign year-round.

The CWAC began in 1987 in response to the extended drought happening in California. Each year a network of urban and agricultural water organizations – under the umbrella of the CWAC – works together in a collaborative effort in

educating the public about water conservation and use. The year 2002 is the 15<sup>th</sup> anniversary of the CWAC.

The CWAC has a two-fold purpose: to provide water agencies with information and materials to successfully plan and carry out public information and education activities in local communities, and to educate the public via statewide radio and television public service announcements, newspaper articles, movie theater ads, and more. The campaign also provides elementary school teachers with a low-cost education kit each year. In addition, two scholarships are awarded each year to students entering a four-year college and pursuing careers in water. CWAC also maintains a web site at [www.wateraware.org](http://www.wateraware.org).

**(See Attachment C: Resumes)**

#### **D. Benefits and Costs**

1. Budget Breakdown and Justification:
  - l. Direct Labor Hours: labor hours cannot be estimated at this time. Project management costs for Panagraph total \$36,000 in both Year Two and Three.
  - m. Salaries: see item l above
  - n. Benefits: does not apply
  - o. Travel: does not apply
  - p. Supplies and Expendables: included in services of consultants (item q)
  - q. Services or Consultants: the cost for the services of Panagraph are \$121,000 in year two and \$113,000 in year three.
  - r. Equipment:: does not apply
  - s. Other Direct Costs: Mixed media campaign costs total \$3,133,000 in both years of funding requests.
  - t. Total Direct Costs: \$3,254,000 in year two and \$3,246,000 in year three.
  - u. Indirect Costs: Included in item q
  - v. Total Costs: \$3,254,000 in year two and \$3,246,000 in year three.
2. Cost Sharing: CWAC will continue its efforts in program coordination, contributor and sponsor recruitment, education booklets, web site development and maintenance, scholarship and supplemental PR resources for local water agencies. Our 2002 Budget is shown on **Attachment D**.
3. Potential Benefits to be Realized and Information to be Gained: A comprehensive, high quality, public information program that uses repeating messages over a broad period of time can expect to change public attitudes and actions regarding water use. When the CWAC and water agencies throughout California are delivering one unified message about the importance of water conservation and the importance of preventing water pollution in the state, it is expected that the public's behavior with respect to water quantity and quality will change. The result will be a reduced use of

water and less water pollution in all areas of the state, which directly benefits CALFED's objectives of dependable water supplies.

Secondly, cost benefits to all water agencies are evident. Each year, the CWAC has an average of 300 water agencies, farm bureaus, cities and counties which are campaign participants. The overall cost of the program, divided among 300 agencies, is extremely low when compared to what each agency would have to spend to do a public information program of similar caliber on its own.

4. Benefit Realized and Information Gained versus Costs: While a precise comparison between benefits and costs cannot be projected at this time, it is evident that an expanded campaign that focuses on water awareness and strengthening of individual behaviors to conserve water supplies and lessen water pollution will certainly benefit California's residents. The research resulting from the first CALFED grant to CWAC has shown that citizens and agencies are willing to get involved in conserving water supplies and protecting water quality. Our proposal provides the means for that involvement!

#### **E. Outreach, Community Involvement and Acceptance**

The CWAC will be coordinating with its member water agencies to cover a wide area of the state with this new public information program. Shared regional media costs with water agencies throughout the state are anticipated. This program will have the support of its member water agencies, most of which have carried out local water awareness campaigns for the past fourteen years. This program, depending on the amount of paid advertising it is able to obtain, will reach the public in all major regions of California, resulting in increased knowledge of water conservation and keeping water clean. Development of Spanish speaking materials in year two will help CWAC reach an even wider cross section of Californians.

## **Attachment C: Resumes**

**Lynne Wichmann**  
**Campaign Coordinator**  
**California Water Awareness Campaign**

Ms. Wichmann has been the campaign coordinator since 1993. She is responsible for the management and implementation of statewide annual water awareness campaign. Duties include working with the volunteer Steering Committee to develop public information and education priorities; developing public service announcements, news releases and articles; developing annual membership and fundraising drive; working with vendors; tracking annual budget; writing campaign newsletter; and representing the CWAC at conventions and meetings.

**Shelley Cousineau**  
**Account Leader**  
**Panagraph**

Ms. Cousineau has been part of the Panagraph team for nearly six years. She is currently one of Panagraph's Account Leaders and has an extensive background in media and campaign planning. She works with public information and education programs/clients such as the Fresno Metropolitan Flood Control District and the Contra Costa Clean Water Program.

**Paula Farris**  
**Senior Vice President**  
**Panagraph**

Ms. Farris has extensive experience organizing substantial projects from original research to media production. She has worked as a creative director for a wide variety of client projects: designing and directing numerous films, videotapes, commercials, writing brochures and more recently, acting as a lead consultant on comprehensive public information projects.

**Michael Insalaco**  
**Creative Director**  
**Panagraph**

Mr. Insalaco is a creative director and innovative copywriter with 11 years of experience in the advertising industry. He has developed all forms of creative work from print and radio to television and web.